

TO AUDIENCES, WITH LOVE!

The new Sidney Poitier picture has already won the acclaim of all who have seen it.

Like "A Patch of Blue" and "Lilies of the Field" before it, "To Sir, With Love" has that something special in excitement, in heart, in fun and in meaning... that makes it a picture for all to enjoy.

It's about today... about a teacher... and about the wild and turned-on teens of London who teach him the A,B,C's of real, raw living.

It's a motion picture you are going to hear a lot about from now on.



SIDNEY POITIER in JAMES CLAVELL'S PRODUCTION OF "TO SIR, WITH LOVE"

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS" and introducing "LULU"
From the novel by E. R. BRAITHWAITE • Executive Producer JOHN R. SLOAN • Written for the Screen, Produced and Directed by JAMES CLAVELL



TECHNICOLOR®



HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records.

Ad No. 402-784 Lines-4 Cols. x 14 Inches

FROM **COLUMBIA** THE TOTAL LOOK IN ENTERTAINMENT

Copyright © 1967, Columbia Pictures Corporation. All Rights Reserved.

PB #47/4

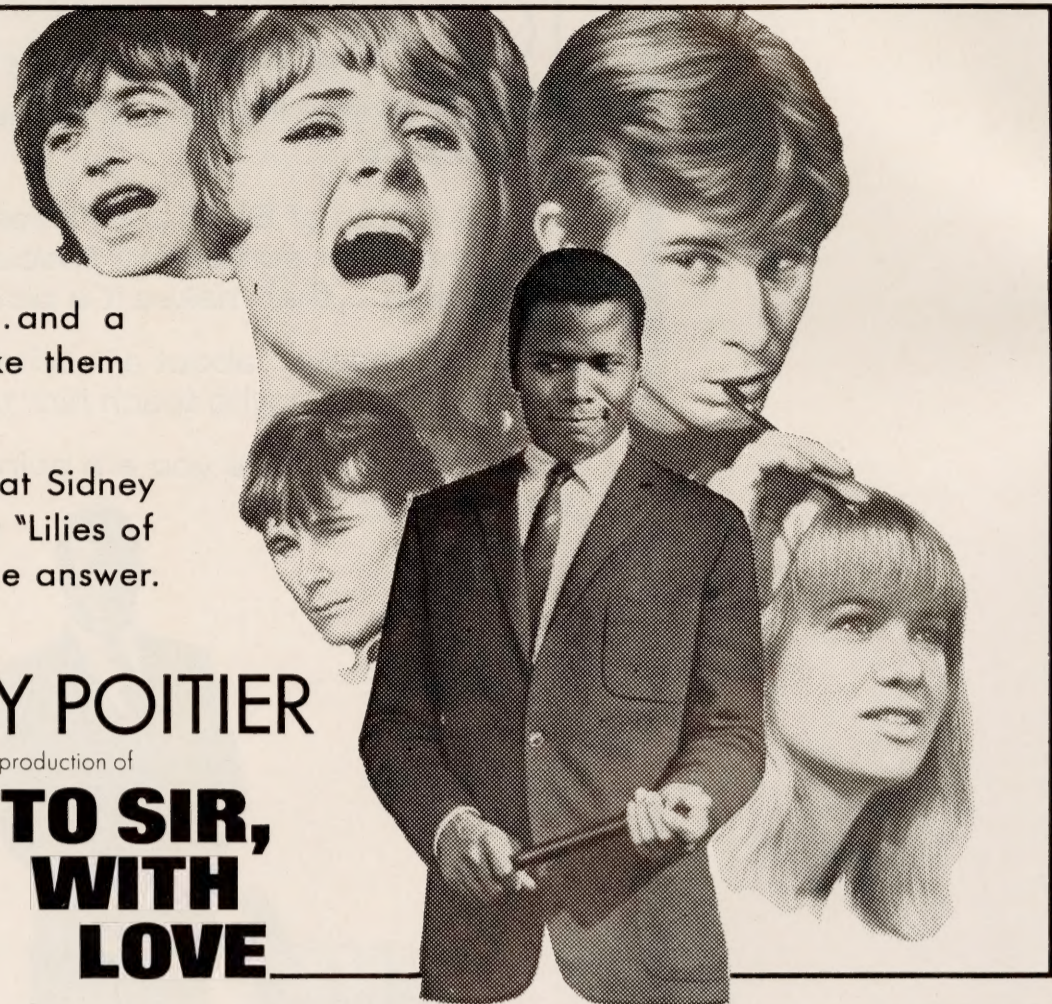
TO NEW YORK WITH LOVE!

London town, which sent us the mods, the miniskirts, and "Twiggy," has sent us a new motion picture. It has sent us, with love, "TO SIR, WITH LOVE."

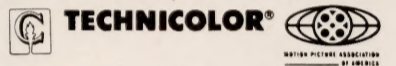
It is about London's young people...and a teacher, strong and hip enough to make them cool it and call him "Sir."

For everybody who's been asking what Sidney Poitier is going to do for an encore after "Lilies of the Field" and "A Patch of Blue," here's the answer.

COLUMBIA PICTURES presents **SIDNEY POITIER**
in JAMES CLAVELL'S production of
**TO SIR,
WITH
LOVE**

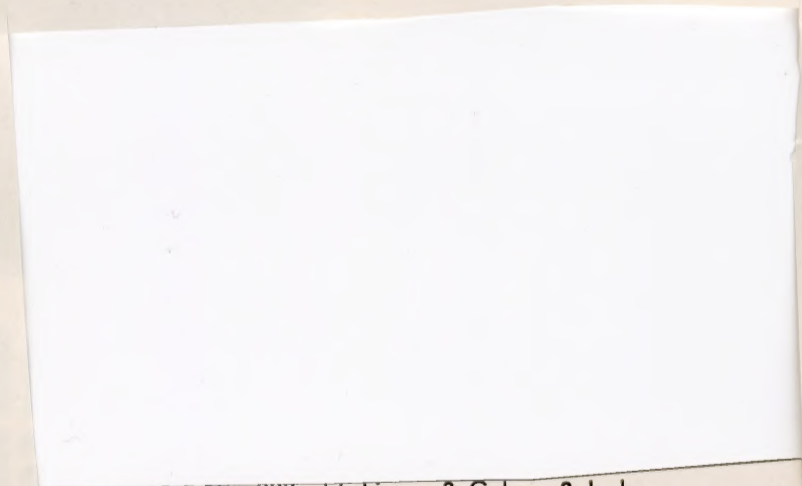


JUDY GEESON · CHRISTIAN ROBERTS · SUZY KENDALL · THE "MINDBENDERS" and introducing "LULU"
From the novel by E. R. BRAITHWAITE · Executive producer JOHN R. SLOAN · Written for the screen, produced and directed by JAMES CLAVELL



HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records

Ad No. 501—495 Lines—5 Cols. x 7 Inches



Ad No. 202—56 Lines—2 Cols. x 2 Inches

COLUMBIA PICTURES Presents

SIDNEY POITIER
as the teacher who learns the ABC's
from London's turned-on teens!




in JAMES CLAVELL'S PRODUCTION OF

**"TO SIR,
WITH
LOVE"**

JUDY GEESON · CHRISTIAN ROBERTS · SUZY KENDALL · THE "MINDBENDERS" "LULU"
From the novel by E. R. BRAITHWAITE · Executive Producer JOHN R. SLOAN · Written for the Screen, Produced and Directed by JAMES CLAVELL
TECHNICOLOR

Ad No. 205—150 Lines—2 Cols. x 5 3/8 Inches




COLUMBIA PICTURES Presents
SIDNEY POITIER
in JAMES CLAVELL'S PRODUCTION OF
"TO SIR, WITH LOVE"
TECHNICOLOR

Ad No. 209—30 Lines—2 Cols. x 1 Inch

←
**Be Sure to Substitute
 The Name of Yourtown
 When You Use Ad No. 501**
 ←

COLUMBIA PICTURES Presents
SIDNEY POITIER
 as the teacher who learns the ABC's
 from London's turned-on teens!



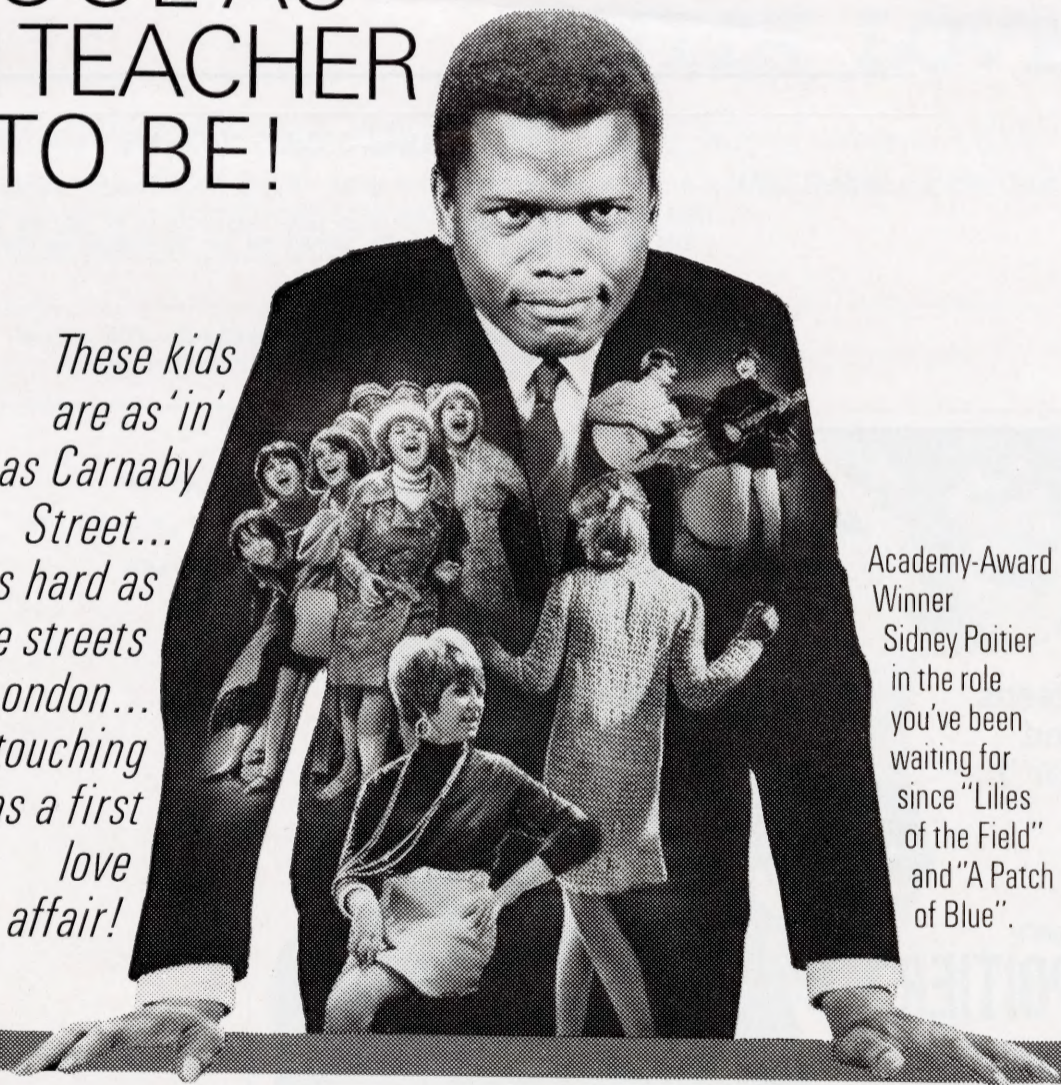
in
 JAMES CLAVELL'S PRODUCTION OF
**"TO SIR,
 WITH
 LOVE"**

TECHNICOLOR®

Ad No. 206—100 Lines—2 Cols. x 3 1/2 Inches

A STORY AS FRESH AS
 THE GIRLS IN THEIR MINIS...
 AS COOL AS
 THEIR TEACHER
 HAD TO BE!

*These kids
 are as 'in'
 as Carnaby
 Street...
 as hard as
 the streets
 of London...
 as touching
 as a first
 love
 affair!*



Academy-Award
 Winner
 Sidney Poitier
 in the role
 you've been
 waiting for
 since "Lilies
 of the Field"
 and "A Patch
 of Blue".

COLUMBIA PICTURES Presents

SIDNEY POITIER IN JAMES CLAVELL'S PRODUCTION OF
"TO SIR, WITH LOVE"

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS" and introducing "LULU" From the novel by E. R. BRAITHWAITE • Executive Producer JOHN R. SLOAN

Written for the Screen, Produced and Directed by JAMES CLAVELL • TECHNICOLOR®



HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records



Ad No. 404—520 Lines—4 Cols. x 9 1/4 Inches

A STORY AS FRESH AS
THE GIRLS IN THEIR MINIS...
AS COOL AS
THEIR TEACHER
HAD TO BE!

*These kids
are as 'in'
as Carnaby
Street...
as hard as
the streets
of London...
as touching
as a first
love
affair!*

The role
you've been
waiting for
since "Lilies
of the
Field" and
"A Patch
of Blue".

COLUMBIA PICTURES Presents

SIDNEY POITIER IN JAMES CLAVELL'S PRODUCTION OF
"TO SIR, WITH LOVE"

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS" and introducing "LULU" From the novel by E. R. BRAITHWAITE Executive Producer JOHN R. SLOAN

Written for the Screen, Produced and Directed by JAMES CLAVELL • TECHNICOLOR®



HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records



Ad No. 305—315 Lines—3 Cols. x 7 1/2 Inches

He
teaches
London's
turned-on teens
to cool it and
call him "Sir"!

COLUMBIA PICTURES Presents

SIDNEY POITIER

in JAMES CLAVELL'S production of

**"TO SIR,
WITH
LOVE"**

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS" and introducing "LULU" From the novel by E. R. BRAITHWAITE



Executive Producer JOHN R. SLOAN

Written for the Screen,

Produced and Directed by JAMES CLAVELL • TECHNICOLOR®



Ad No. 302—249 Lines—3 Cols. x 5 7/8 Inches

COLUMBIA PICTURES Presents
SIDNEY POITIER
in JAMES CLAVELL'S PRODUCTION OF
**"TO SIR,
WITH
LOVE"**
TECHNICOLOR®

Ad No. 102—30 Lines
1 Col. x 2 1/8 Inches

COLUMBIA PICTURES Presents
SIDNEY POITIER
in JAMES CLAVELL'S PRODUCTION OF
**"TO SIR,
WITH
LOVE"**
TECHNICOLOR®

Ad No. 101—15 Lines
1 Col. x 1 Inch


Ad No. 502—645 Lines—5 Cols. x 9¹/₈ Inches
Also Available as Ad No. 403—504 Lines—4 Cols. x 8⁷/₈ Inches
Also Available as Ad No. 303—See Page 7

=====

Sneak Preview Ad No. 208
—Shown on Page 11—

is an important element of the Exhibitors' 5-Step Campaign Plan prepared for "To Sir, With Love." Study the Plan now!

=====

JUDY GEESON · CHRISTIAN ROBERTS · SUZY KENDALL · THE "MINDBENDERS" and introducing "LULU" 

From the novel by E. R. Braithwaite · Executive Producer JOHN R. SLOAN · Written for the Screen, Produced and Directed by JAMES CLAVELL · TECHNICOLOR®



HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records.

Ad No. 401—596 Lines—4 Cols. x 10⁵/₈ Inches

.....
All advertising material in this pressbook, as well as all other newspaper and publicity material referred to therein, has been approved under the Standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to: Director of Code for Advertising, Motion Picture Association of America, 522 Fifth Avenue, New York, New York 10036.



Exhibitors are urged to make the new seal (shown above), and what it stands for, known to the public and the press. Retain the seal in your approved ads. Display the seal in your lobby. Run the special trailers on your screen. Information and display kits are available from National Screen Service.
.....

The story of the new-beat bold-tempo mods and minis and the teacher who had to make them cool it—and call him “Sir”!




COLUMBIA PICTURES Presents

SIDNEY POITIER

in JAMES CLAVELL'S
Production of

**“TO SIR,
WITH LOVE”**

JUDY GEESON · CHRISTIAN ROBERTS · SUZY KENDALL · THE “MINDBENDERS” and introducing “LULU”

From the novel by E. R. Braithwaite · Executive Producer JOHN R. SLOAN · Written for the Screen, Produced and Directed by JAMES CLAVELL · TECHNICOLOR® 



HEAR LULU SING “TO SIR, WITH LOVE” ON THE EPIC RECORDS SINGLE AND ON THE FONTANA RECORDS ORIGINAL SOUND TRACK ALBUM ALONG WITH THE MINDBENDERS’ “OFF AND RUNNING” AND “IT’S GETTING HARDER ALL THE TIME.”

Ad No. 405—524 Lines (including imprint space)—4 Cols. x 9¼ Inches

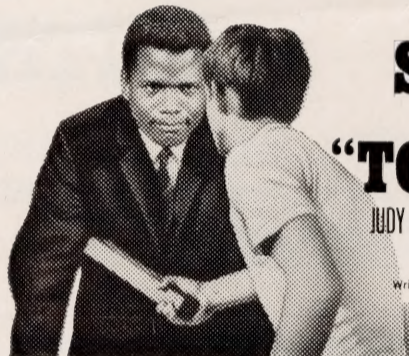
Ad No. 303—303 Lines
(including imprint space)
3 Cols. x 7¼ Inches

Also Available in
4- and 5-Col. Sizes
See Page 5

What's Up, Sir?!
 Where's The Action, Sir?!
 Want To Swing, Sir?!



A story of the new-beat bold-tempo mods and minis...and a teacher who was strong and hip enough to make them cool it and call him "Sir"!



COLUMBIA PICTURES Presents

SIDNEY POITIER

JAMES CLAVELL'S PRODUCTION OF

"TO SIR, WITH LOVE"

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS"

and introducing "LULU" From the novel by E. R. BRAITHWAITE Executive Producer JOHN R. SLOAN

Written for the Screen, Produced and Directed by JAMES CLAVELL **TECHNICOLOR®**



HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records

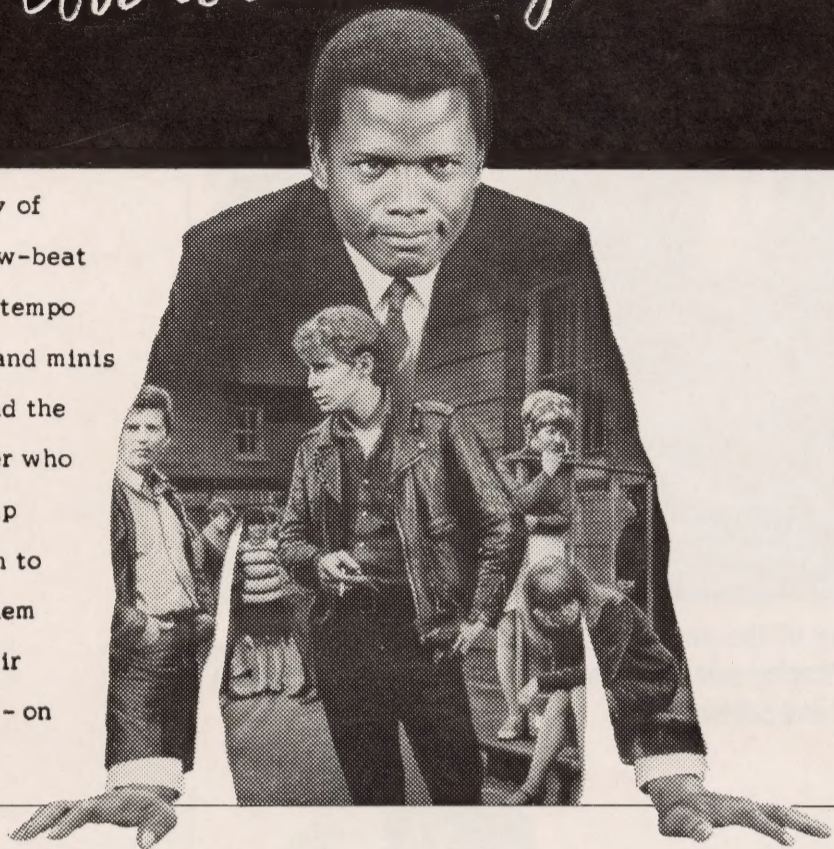
Utility Mat
 No. 1

- Ad No. 101
- Ad No. 102
- Ad No. 201
- Ad No. 202
- Ad No. 206
- Publicity 1-A
- Publicity 2-A

Ad No. 301—351 Lines
 (including imprint space)
 3 Cols. x 8 1/2 Inches

*You've got to make them
 cool it and call you "Sir!"*

A story of
 the new-beat
 bold-tempo
 mods and minis
 ... and the
 teacher who
 was hip
 enough to
 turn them
 off their
 turned-on
 track!



COLUMBIA PICTURES Presents
SIDNEY POITIER
 topping his roles in "A Patch of Blue" and "Lilies of the Field"!

in JAMES CLAVELL'S
 Production of **"TO SIR,
 WITH LOVE"**

JUDY GEESON · CHRISTIAN ROBERTS · SUZY KENDALL · THE "MINDBENDERS" and introducing "LULU"

From the novel by E. R. Braithwaite · Executive Producer JOHN R. SLOAN · Written for the Screen, Produced and Directed by JAMES CLAVELL · TECHNICOLOR®



HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records.

The story of the new-beat bold-tempo mods and minis and the teacher who had to make them cool it—and call him "Sir"!



COLUMBIA PICTURES Presents
SIDNEY POITIER in JAMES CLAVELL'S Production of **"TO SIR
 WITH LOVE"**

JUDY GEESON · CHRISTIAN ROBERTS · SUZY KENDALL · THE "MINDBENDERS" and introducing "LULU"

From the novel by E. R. Braithwaite · Executive Producer JOHN R. SLOAN · Written for the Screen, Produced and Directed by JAMES CLAVELL · TECHNICOLOR®



HEAR LULU SING "TO SIR, WITH LOVE" ON THE EPIC RECORDS SINGLE AND ON THE FONTANA RECORDS ORIGINAL SOUND TRACK ALBUM ALONG WITH THE MINDBENDERS' "OFF AND RUNNING" AND "IT'S GETTING HARDER ALL THE TIME."

What's Up, Sir?!
Where's The Action, Sir?!
Want To Swing, Sir?!



A story of the new-beat bold-tempo mods and minis...
 and a teacher who was strong and hip enough to make them
 cool it and call him "Sir"!



COLUMBIA PICTURES Presents
SIDNEY POITIER

in JAMES CLAVELL'S
 PRODUCTION OF

"TO SIR, WITH LOVE"

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS"

and introducing • From the novel by E. R. BRAITHWAITE • Executive Producer JOHN R. SLOAN • Written for the Screen, Produced and Directed by JAMES CLAVELL



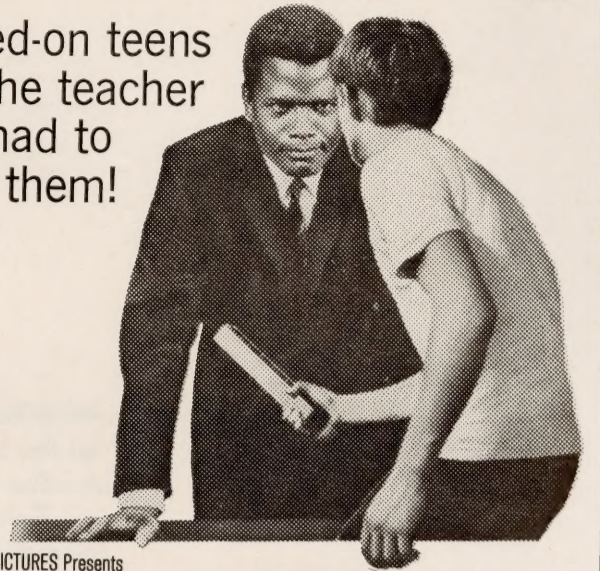
TECHNICOLOR®



HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records

Ad No. 207—252 Lines—2 Cols. x 9 Inches

Turned-on teens
 and the teacher
 who had to
 tame them!



COLUMBIA PICTURES Presents

SIDNEY POITIER in JAMES CLAVELL'S
 PRODUCTION OF

"TO SIR, WITH LOVE"

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS" and introducing "LULU"

From the novel by E. R. BRAITHWAITE • Executive Producer JOHN R. SLOAN • Written for the Screen, Produced and Directed by JAMES CLAVELL

HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records

TECHNICOLOR®



Ad No. 204—152 Lines—2 Cols. x 5 3/8 Inches

**TURNED-ON TEENS AND
 THE TEACHER WHO HAD TO
 TAME THEM!**



COLUMBIA PICTURES Presents

SIDNEY POITIER

in JAMES CLAVELL'S PRODUCTION OF

**"TO SIR,
 WITH LOVE"**

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS"

and introducing • From the novel by E. R. BRAITHWAITE • Executive Producer JOHN R. SLOAN • Written for the Screen, Produced and Directed by JAMES CLAVELL



TECHNICOLOR®



HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING MY LOVE"! And the MINDBENDERS play "Off and Running" and "It's Getting Harder All the Time." Original Soundtrack on Fontana Records

Ad No. 203—200 Lines—2 Cols. x 7 1/8 Inches

EXHIBITOR'S 5-STEP 'WITH LOVE' CAMPAIGN!

Start with the idea that the audience for "To Sir, With Love" consists of:

- Teen-Agers!
- Children!
- Parents!
- Teachers!
- The Mod Generation (18 to 25 year olds)!
- The sophisticated art house patron!
- The big commercial theatre patron!
- In fact . . . EVERYBODY!

This multi-faceted audience can be reached via the "To Sir, With Love" campaign plan, which consists of five basic showmanship steps.

Step 1. An In-Depth Screening Program

This program is described below, in depth, as it was worked in New York. You can work a similar program in your community! Arrangements can be made with your Columbia Pictures Exchange for "To Sir, With Love" advance screenings. Full details as to how this can be done, and how the screenings can be set up, are contained in a special "To Sir, With Love" Screening Manual available by writing NOW to:

Exploitation Dept., Columbia Pictures Corp.
711 5th Avenue, New York, N. Y. 10022

TO NEW YORK, WITH LOVE!



Columbia Pictures invites you to a preview of an important new movie. It stars Sidney Poitier, in an unusual role worthy of his Academy Award-winning talents. It's got youth, love, excitement, and the big beat of London today. It's your kind of movie.

Substitute
Your Town
Name in Ad!

Ad No. 208
—100 Lines
2 Cols. x 3 1/2 In.

Step 2. Go After Endorsements

One of the most important aspects of Step 1, above, is the follow-up . . . Step 2:

Your screenings should include virtually everyone who has access to a mimeograph machine, or newspaper space or radio/television time, or other audience attention! These are the people who can say, to tens and hundreds and thousands of people. "I saw, a great picture the other night—"To Sir, With Love"—Don't miss it!"

Also, go after endorsements and favorable quotes on the picture from the more prominent guests at your screenings and use them for an advance theatre lobby board and newspaper breaks. It would be an idea to tape interviews of several of the local VIP's for radio broadcast.

Some of the first quotes to appear in national magazines, as a result of the New York screenings, are in the Review 30 x 40. Go after similar editorial excitement in your newspapers, special publications and magazines. They'll also want to talk about "To Sir, With Love" . . . with love!

What was done in New York, to win national attention to "To Sir, With Love," you can do in your town!

Step 3. Sneak Preview

Shown here, Ad No. 208, inviting the whole town

to attend your sneak preview of what truly is an important new movie! Newspaper readers, when you've put across Steps 1 and 2 of this 5-step campaign, will certainly know what the picture is that is being "sneaked" . . . be prepared for box-office activity a'plenty!

Preview, held at a regular Friday evening performance, at least two weeks before your "To Sir, With Love" playdate, permits additional time for the word-of-mouth excitement that this film sparks! Title of the film being "sneaked"—"To Sir, With Love"—should be "leaked" to disc jockeys and columnists who already have seen it at one of your advance screenings, so that they can let their listeners and readers in on their own personal reactions to the film along with "See It Yourself" recommendations!

Step 4. The Music

There is plenty of exploitation "muscle" in the music of "To Sir, With Love," and it is described on a following page of this pressbook. There is the Fontana Records soundtrack album, and the four great songs heard in the film: "To Sir, With Love," "Off and Running," "Stealing My Love" and "It's Getting Harder All the Time."

In addition, there is the first-time-in-America national tour of "Lulu," the British recording artist and television star who is one of the stars of "To Sir,

With Love." Along with the massive magazine and newspaper publicity space she rates, "Lulu" is scheduled to be seen and heard on the major television shows . . . in a personal appearance operation designed to bring her to the further attention of the "To Sir, With Love" audience potential listed above, in Step 1 . . . everybody!

Step 5. Hand-Tailored Ads

Every ticket-selling potential in "To Sir, With Love" is capitalized on, in the several styles of advertising available! Use the approach you deem best for your situation, and punch your message home to newspaper readers, readers of local entertainment magazines, special interest publications and school papers.

There also is Step 6 . . .

. . . everything else you can do in your special situation! Included in this pressbook—in both the publicity and the exploitation sections—are a wide-ranging assortment of approaches, suggestions and stunts. Available to you at National Screen Service are stills, mats, poster and lobby art and other selling aids of a quality in keeping with the film. Use it all!

APPLE APPEAL

Apple-growers' associations, cognizant of the "apple for teacher" phrase and its appropriateness to "To Sir, With Love," have tied-in with the picture, and may be tied-in again. A special cardboard mailing box, holding a single well-polished apple and information about the film, has been sent to editors in key cities. This stunt can be repeated in your town—not only with editors, but with radio and television personalities, civic and social VIP's, educators, etc.

- Local apple-growers' can supply the fruit; the mailing cartons can be obtained from any distributor or manufacturer of corrugated cardboard containers, or through the apple-growers. Label should read: "To (name and address) With Love."

- Apples need not be mailed; they can be given to civic, social and other local VIP's by your mini-skirted street bally girls, along with your invitations.

- A quantity of promoted apples might be used as a pleasant giveaway, to the first 50 or 100 persons who see "To Sir, With Love" each day, or whatever other number is decided upon. Give the apples to your patrons during show breaks, as they leave the theatre.

- And why not, through the cooperation of the PTA or other group, give apples to teachers? All of them in your town?

THEY SAW FOR THEMSELVES

Long before general release of "To Sir, With Love," Columbia Pictures embarked upon a screening campaign, in both New York and San Francisco, virtually unique in industry history. Opinion-makers, communications VIP's, students and teachers came, saw for themselves, applauded enthusiastically . . . and still are talking about "To Sir, With Love!" They have helped to build a word-of-mouth excitement for the film which reaches every section of the country. Local showmen can capitalize on the record of enthusiasm built up by these and others, and can reach comparable groups within their own communities:

- National magazine editors, of every type of publication.
- Radio and television personality screenings.
- Music dealers, book publishers, department store and other merchandising representatives.
- National Urban League and staff, United Negro College Fund and staff, NAACP and staff.
- Editors and columnists of Negro magazines and newspapers.
- High school drama school teachers and students, and members of other acting groups.
- Students, faculty and graduates of Negro colleges and universities.
- New York Newspaper Women's Association, newspaper and syndicate heads and writers.
- United Nations screening hosted by E. R. Braithwaite.
- 900 New York City high school teachers, and principals.
- Class presidents of high schools with predominantly Negro students, leadership youth in anti-poverty programs, YM-YW club presidents.

PEPSI PROMOTION

Nine "Previews and Pepsi" screenings of "To Sir, With Love" were held with the co-operation of Charles Dryden, manager of the special projects department of The Pepsi-Cola Company, in New York, Chicago, Detroit, Los Angeles, Philadelphia, Washington, D. C., Cleveland, Pittsburgh and San Francisco. Local showmen can use the "Previews and Pepsi" program in their own communities, working with local bottlers and distributors and plugging the final scenes of the film, the graduating class dance where Pepsi is served.

- Editors of high school publications and leaders in school activities.
- Broadway columnists.
- PAL organizations, settlement house groups and similar organizations.
- State teachers' universities.

The inspiring story of a band of schoolroom savages and the teacher who tamed them. "Infinitely more rewarding than The Blackboard Jungle."
—John Barkham

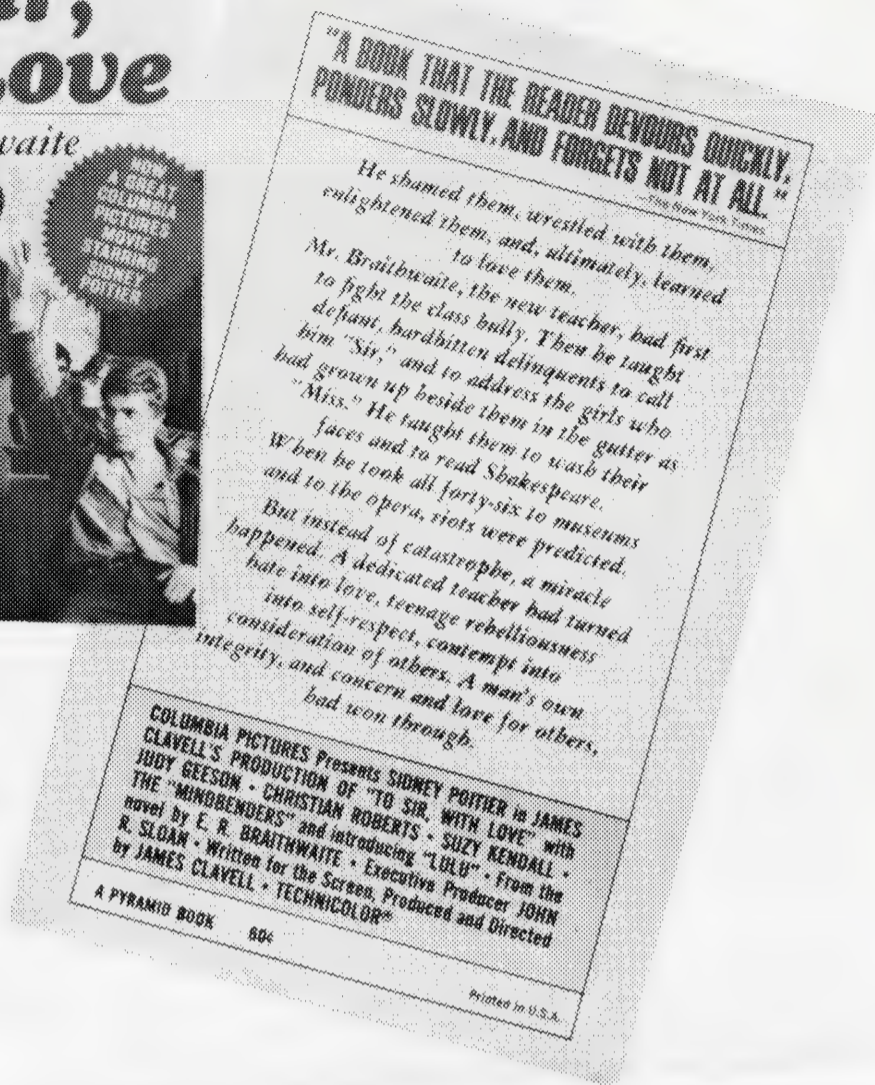
To Sir, With Love

E. R. Braithwaite



If the book was not reviewed by local book editors — newspaper, school, radio, etc.—see that it is! If it was reviewed, arrange for the review to be reprinted, or for another article about the book and its author to be written locally. Make certain, too, that book critic sees the picture and discusses it in relation to the novel.

BASED ON BEST-SELLER



"To Sir, With Love" is being issued as a paperback by Pyramid Books, coincident with release of the film. Work with local Pyramid Books distributor NOW, on a campaign which envisions:

- Newsstand and other point-of-sale tack cards, still displays, window streamers.
- School and public library displays, and a locally-printed bookmark.
- At- and away-from theatre distribution of torn-out pages from the book, rubber-stamped with picture, theatre and playdate credits.
- Use of the book as contest prizes and special theatre giveaways.
- Copies to be given to communications VIP's, as well as to educators.
- Truckside banners.

"To Sir, With Love" originally was published in the United States in hard-cover edition by Prentice-Hall, and Readers' Digest published it as one of its four-a-year books not only in English but in several other languages.

TEACHER INTEREST

In "To Sir, With Love," Sidney Poitier plays a trained engineer who turns teacher when he is unable to find a job at his profession. This is not why most people teach, of course, but a great many teachers do have outside interests—they are would-be authors, perhaps, or hobbyists of one sort or another. Finding out can provide a newspaper or a radio/TV personality with a considerable amount of "human interest" material.

JAMES CLAVELL

James Clavell, who produced, directed and wrote the screenplay for "To Sir, With Love," also is the author of such best-selling novels as "Tai Pan" and "King Rat." A film columnist might comment on Clavell and other literary figures who also achieved success as film-makers—among them, Richard Brooks, Dore Schary and George Axelrod. Too, book stores and libraries might want to tie-in "Tai Pan" and James Clavell with "To Sir, With Love."

GO 'MOD'!

Mini-skirts and other swinging styles for the girls . . . Carnaby Street "mod" for the boys . . . these are the fashions chosen by London's youth today, and worn by the youngsters in "To Sir, With Love." These are the fashions, too, that can spark a major style promotion sponsored by a department store or other important merchandiser for the "young"-minded audiences of today.

- Work for a "mod" style show, "To Youth, With Love," with teen-age models selected by the store from amongst its own patrons or from different schools. Style show might be tied-in with a benefit performance of the film *Displayed*, of course, would be the "mod" and "mini" fashions for boys and girls—or boys might act as judges on the costumes they like best, as worn by the girl models.
- A local-origin television broadcast of the "mod" style show might be set up by the store, with the young models dancing to the music from the Fontana Records soundtrack album.
- Co-operating store can find additional uses for the film's title, or another variant of it. "To Sir, With Love" can be applied not only to the Carnaby Street styles but to other items of merchandise, and to gift items for men. Similarly, "To Her, With Love" might be applied to girl's fashions, gift and other feminine items. Go after window and in-store displays, newspaper co-operative advertising, and special mailer inserts.
- Store can help set newspaper and radio interviews with mini-skirt wearers, and with adults who express their opinions on the "mod" and "mini" styles.
- Newspaper teen-column, or the editors of school newspapers, might seek student letters on subject of "mod" and "mini" wear in the classroom, with "To Sir, With Love" used as example of writers' points of view.

'MINI-GIRLS' BALLY

Send four mini-skirted girls through main business, school and shopping areas, each holding a sign on which is painted the separate words of the title. They walk four a'breast, or single file in proper order, or paired off so that the first two signs read "To" "Sir" and the second two, "With" "Love." Back of each sign should carry full credits.

To Yourtown, With Love!

Substitute the name of your town for the "Yourtown" in the headline above . . . and go to town! What you do, and how you do it, depends on your local situation, but the possibilities are many and should be considered. For example:

- A personal letter from the theatre management, as an ad, reminding readers of their enthusiastic reception of other films and assuring them that "To Sir, With Love" ranks among the greatest they have ever seen.
- Newspaper business or advertising manager uses the title in soliciting several pages of co-op advertising, under the special heading shown.
- Bank, or other service organization, tracing its own history and growth and attributing it to the people of the community.
- Some charity organization, embarking upon or just ending a fund drive can report its activities with the "To Yourtown, With Love" phrase.
- Local athletic team takes a special ad, thanking the community for its support.
- Sports page editor comments on a spectacular local "win," using the phrase as if the victory were a special gift to the fans.

One of the ads in this pressbook makes use of the line, with additional copy beginning: "London-town, which sent us the mods, the miniskirts, and Twiggy, has sent us a new motion picture. It has sent us, with love, 'To Sir, With Love'."

This copy might well be the lead paragraph for an editorial or a column devoted to other of London-town's "Gifts" to Yourtown. And, if there is a British business organization in Yourtown, this copy might also be the lead in its own co-op advertising.

THE AUTHOR . . . THE SCHOOLS . . . and THE U.N.

E. R. Braithwaite, author of "To Sir, With Love," now is the Ambassador from Guyana to the United Nations. A world-famous educator who has lectured on the subject at various American universities and elsewhere, he has been extensively interviewed—magazines, newspapers, television. These factors contribute to the promotion potential of the film.

Educators, local education boards, state teachers' universities and similar persons and groups should also be involved in your "To Sir, With Love" playdate . . . in much the same fashion! Make certain that leading localities in these are active in behalf of the film, seeing to it that every member of their various organizations is advised of it and urged to see it . . . that literature be available for group mailings . . . that posters are displayed on bulletin boards in faculty lounges, etc.

Promotion of "To Sir, With Love" amongst the student body of the various high schools and colleges of your community might best be served by a concentration on the "music," "Carnaby Street," "mod," "swinging London" and similar elements available. And where there are students, there are teachers . . . "To Sir, With Love" is very definitely a picture for teachers, too!

- Work out a group sales plan with the local Board of Education, permitting teachers to chaperone groups of students and, thus, gain guest admission.
- Arrange for special discounts or other courtesies to your community's teachers, and to local college students taking education courses and planning to be teachers.
- Set a "To Teacher, With Love" program going, under the sponsorship of a newspaper columnist or radio or television VIP, involving civic, social and fraternal figures . . . articles and interviews . . . a "Vote for Your Favorite Teacher" contest . . . and whatever else may be possible in your situation. Discuss the film with education officials and see what can be worked out in the way of school cooperation on an "outside" effort to pay tribute to each teacher.

Before he began to teach in an East End London school, and to live the story told in "To Sir, With Love," E. R. Braithwaite served as a fighter pilot in the Royal Air Force, flying during the Battle of Britain and throughout the rest of World War II. Perhaps you can find, in your community, a newsman who was a war correspondent in London in that period? Or a localite who was a member of the wartime R.A.F.?

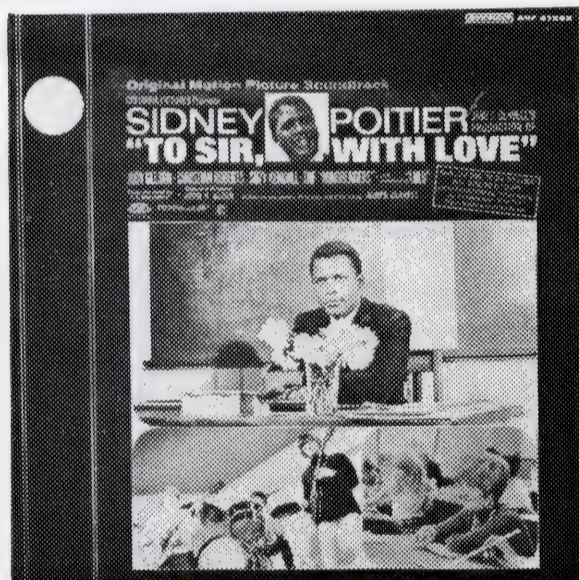
SCHOOL AID!

Additional parent, teacher and student attention is focussed on "To Sir, With Love" by several important publications. Seventeen, in its May issue, named "To Sir, With Love" its Picture of the Month. The Scholastic magazines gave the film their Bell-Ringer Award. Parents' Magazine, in May, supplemented its review with a page of photos in color. Scope, another magazine in the educational field, devoted its cover to the picture, a 6-page story-in-pictures, and a 4-page excerpt from the book by E. R. Braithwaite, whom they also interviewed.

SIDNEY POITIER

After "Lilies of the Field," for which he won the Academy Award as best actor of the year, and "A Patch of Blue," Sidney Poitier's boxoffice importance is virtually certain in every theatre situation. "To Sir, With Love," in which Poitier plays a new teacher in a London school, a man who's been taught the hard way but hip enough to demand of the turned-on teens who are his students that they cool it . . . and call him "Sir." The picture . . . the role . . . the star . . . all are worth your strongest showmanship efforts.

FONTANA RECORDS BRANCH MANAGERS



MUSIC 'WITH LOVE!'

- The songs are "To Sir, With Love," "Off and Running," "Stealing My Love," and "It's Getting Harder All the Time."
- The singers are Lulu, currently England's No. 1 pop singer; Adrienne Posta, and The Mindbenders, English rock group.
- The soundtrack album is from Fontana Records, with a point-of-sale promotion campaign. Dealers, disc jockeys and distributors all have been urged to cooperate fully with local showmen.

SINGLES, TOO!

- Lulu sings the title tune of "To Sir, With Love" on an Epic Records single, 45 rpm.
- The Mindbenders sing "Off and Running" on a 45 rpm Fontana Records single.

Both these singles are being given extension promotion, with disc jockeys and in the music world, by the recording companies. Use them yourself, wherever possible!

Romeo Davis
Mercury Records
1231-E Collier Rd., N. W.
Atlanta, Ga. 30318

Hal Charm
Mercury Records
5809 Annapolis Rd.
Hyattsville, Md.

John Penney
Mercury Records
375 Elliot Street
Newton 64
Upper Falls, Mass. 02164

Chas. Wheless
Mercury Records
3901 Browning Pl.
Raleigh, N. C. 27609

Frank Peters
Mercury Records
1400 S. Michigan Ave.
Chicago, Ill. 60605

Sheldon Tirk
Mercury Records
2800 Euclid Ave.
Cleveland, Ohio 44115

Arthur Lerner
Cardinal Export Corp.
135 West 29th Street
New York, New York

Gene Patch
Heilicher Brothers
7600 Wayzata Boulevard
Minneapolis, Minnesota, 55426

John S. Kaplan
Jay Kay Distributing Co.
13401 Lyndon Avenue
Detroit, Michigan 48227

Charles Smith
McDonald Brothers
994 So. Bellvue, P.O. Box 2845
Memphis, Tennessee, 38106

Tom Colley
Mercury Records
2720 Stemmons Freeway
Dallas, Texas 75207

Mike Paikos
Mercury Records
811 Lincoln St. Suite 401
Denver, Colo. 80203

George Steiner
Mercury Records
2617 S. Broadway
Los Angeles, Cal. 90007

Ronald Kultau
Mercury Records
561 N.E. 79th St., Room 227
Miami, Fla. 33138

Bob Kratky
Mercury Records
7065 N. 46th Street
Milwaukee, Wis.. 53223

Bernie Kapplan
Mercury Records
316 Baronne St.
Room 306
New Orleans, La. 70112

Jack Mishler
Mid-America Distributing Co.
1630 Locust Street
Des Moines, Iowa, 50309

Hutch Carlock
Music City Record Distributors
127 Lafayette Street
Nashville, Tennessee, 37210

Stan Sulman
Music Distributors, Inc.
1000 First Avenue, South
Seattle, Washington, 98134

Dick Holm
Music Service
316 Sixth Street, South
Great Falls, Montana, 59401

Ron Bernieri
Mercury Records
9 Amendola Drive
Netcong, N. J. 07857

Frank Cama
Mercury Records
32-02 Queens Blvd.
Long Island City, N. Y. 11101

Jules Abramson
Mercury Records
8040 Roosevelt Blvd.
Philadelphia 52, Pa.

Abe Kesh
Mercury Records
1485 Bayshore Freeway
Room 465
San Francisco, Cal. 94124

Steve Brookmire
Mercury Records
225 Lenox Road N.E.
Suite J-2
Atlanta, Ga. 3032

R. Sarenpa
Mercury Records
6922 Hollywood Blvd.
Suite 110
Hollywood, Calif.

INDEPENDENT FONTANA DISTRIBUTORS

Hector Venegas
Radio Television Corp., Ltd.
432 Keawe St., P.O. Box 3920
Honolulu, Hawaii, 96813

Record Merchandisers, Inc.
1919 Delmar Boulevard
St. Louis, Missouri, 63103
John Robert Company
1700 South Michigan Avenue
Chicago, Illinois, 60616

Al Klayman
Supreme Distributing Co.
Court and Broadway
Cincinnati, Ohio, 45202

Ed DiNallo
Trinity Distributors
477 Park Avenue
East Hartford, Conn. 06108



(Mat 2B; Still No. 16) As a teacher in a tough East End of London school, Sidney Poitier finds student Christian Roberts determined to "show him," in this scene from "To Sir, With Love," Columbia Pictures release in Technicolor. James Clavell wrote the screenplay, based on a book by E. R. Braithwaite, produced and directed.

COLUMN ITEMS

James Clavell, who produced and directed "To Sir, With Love" in Technicolor, also wrote the screenplay for the Columbia Pictures release based on the book by E. R. Braithwaite. Starring Sidney Poitier, at the Theatre, as a teacher in a tough East End of London school, "To Sir, With Love" is Clavell's fourth multiple-talent screen assignment, and his most important. He is the author of such best-sellers as "Tai Pan" and "King Rat" and, before tackling film production and direction, he wrote screenplays for such films as "Squadron 633" and "The Great Escape."

When "To Sir, With Love" first was published, in 1959, Sidney Poitier decided "it was something I really wanted to do." Now, at the Theatre, he's doing it. Poitier stars in the Columbia Pictures release, a James Clavell production in Technicolor, as a teacher in a tough London school.

Sidney Poitier, who stars at the Theatre in "To Sir, With Love," a James Clavell production for Columbia Pictures release in Technicolor, "became an actor," he says, "in order to find expression. I did not become an actor by plan. It was the result, really, of having tried many things and failed. Had acting failed me, I would have gone on to seek expression in other fields."

Suzy Kendall, who plays a young teacher in "To Sir, With Love," which stars Sidney Poitier as another teacher in a London slum school, is a former photographer's model who admits she is terrified of the stage. "But movie cameras don't scare me," she says. "A camera is impersonal, comforting. It can't say 'I like you' or 'I hate you' like a theatre audience." Movie audiences, on the other hand, are very definitely saying "We like you" to Miss Kendall, as a result of her performance in the Columbia Pictures release, a James Clavell production in Technicolor.

A diet of curry, steak and milk is what gives dynamic "Lulu," British recording and television favorite, her energy, claims the young pop singer currently appearing at the Theatre in support of Sidney Poitier in "To Sir, With Love." In the course of the Columbia Pictures release, Poitier as a teacher in a London slum school, gives a demonstration lecture on salads and their preparation and there is a later scene in which "Lulu" is praised by another teacher for the salad she has prepared. She feels she delivered her responding line with true emotional depth. It was: "I can't stand the stuff."

Daughter of former Hollywood star Clive Brook, Faith Brook currently appears at the Theatre in support of Sidney Poitier in "To Sir, With Love," new Columbia Pictures release in Technicolor. She plays, as does he, a teacher in a London slum school. Miss Brook made her acting debut in Santa Barbara and, that same year, appeared on Broadway prior to her London stage bow a year later. She made her reputation as an actress in plays by Shakespeare, Shaw and Chekhov.



((Mat 2D; Still No. 27) Sidney Poitier tackles a teen-age dance step with the encouragement of Judy Geeson in this scene from "To Sir, With Love," Columbia Pictures release in Technicolor. Poitier plays a teacher in a London slum school, and Miss Geeson appears as one of his students. James Clavell wrote the screenplay, produced and directed the film.

Sidney Poitier

Some time ago, in "The Blackboard Jungle," Sidney Poitier played a high school student whose New York slum environment had made him rebellious, tough and unruly; now, at the Theatre, Poitier plays a high school teacher in a tough London environment whose students are rebellious, tough and unruly. The film is James Clavell's production of "To Sir, With Love," a Columbia Pictures release in Technicolor.

Between these roles as student and as teacher, Poitier has moved to the very front rank of the world's film stars. He won his first acting award at the Venice Film Festival with his performance in "Something of Value." "The Defiant Ones" earned him the coveted best actor award at the Berlin Film Festival. His performance on Broadway as the star of "A Raisin in the Sun," gained him the Broadway Critics' Circle Drama Award, and he subsequently starred in a memorable filmization of the play. "Lilies of the Field" won Poitier the Academy Award as best actor.

"To Sir, With Love" reportedly is a warm, human and ingratiating screen version of a book by E. R. Braithwaite, a young Guyana physicist who, after service in World War II as an R.A.F. fighter pilot, took a job as a teacher. "To Sir, With Love" is the story of his initial contacts with "problem" youngsters nearing adulthood.

Featured in the new film are Judy Geeson, Christian Roberts, Suzy Kendall, the "Mindbenders," British recording team, and "Lulu," a young British television pop singer. James Clavell wrote the screenplay, produced and directed the film.

Christian Roberts

Two weeks after he had graduated from the Royal Academy of Dramatic Art, tall, dark and handsome young Christian Roberts was working before the cameras in one of the year's most important pictures. The film is James Clavell's "To Sir, With Love," and it stars Sidney Poitier at the Theatre as a novice-teacher in a tough East End of London school. Roberts, who is 22, plays the student who learns, during a boxing lesson, that he doesn't know it all.

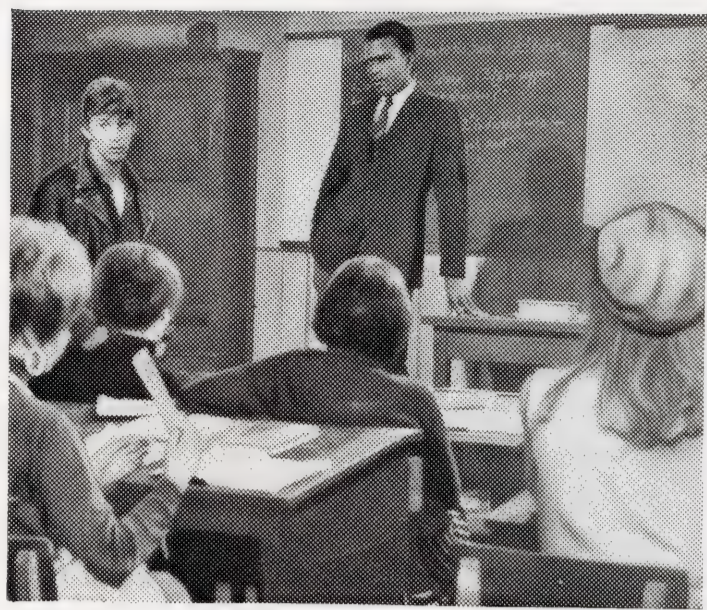
Captain of the boxing and football (soccer) teams of his school, Roberts decided he wanted to be an actor as a result of his participation in school plays but, after his graduation, he went into his father's milk business as a truck driver. "I broke so many bottles," he says, "I nearly ruined the business. So I had to quit." He enrolled in the Royal Academy.

"To Sir, With Love," Roberts' first professional appearance, also features Judy Geeson, Suzy Kendall and The "Mindbenders," a British recording team, and it marks the screen debut of "Lulu," one of England's most popular TV and recording stars.

Experience Helps

Past performances contribute to present triumphs, Sidney Poitier has found. The brilliant star of "To Sir, With Love," Columbia Pictures release at the Theatre in Technicolor, plays a young teacher in a tough East End of London school.

Helping Poitier break through student apathy and rebellion are facets of his psychiatrist role in "Pressure Point," his performance as a student in "The Blackboard Jungle," his understanding of the anti-social, garnered in "The Defiant Ones," his sympathy for people, as evidenced in "A Patch of Blue" and "Lilies of the Field," which won him an Academy Award as best actor of the year. And yet, Poitier makes his teacher an entirely new, exciting and memorable characterization!



(Mat 2C; Still No. 13) Sidney Poitier, as a new teacher in a tough East End of London school, faces the challenge of a rebellious class led by Christian Roberts, left, in this scene from "To Sir, With Love," new Columbia Pictures release in Technicolor. James Clavell wrote the screenplay, produced and directed the film.

Judy Geeson

Self-assured, talented and "with it," blonde, Judy Geeson knew she wanted to be an actress long before her tenth birthday. She still is a long ways away from her 20th, but she's made it—on television and in films. Miss Geeson currently appears at the Theatre in James Clavell's production of "To Sir, With Love," playing a rebellious young high school student who develops a "crush" on her teacher. Sidney Poitier, starred in the Columbia Pictures release in Technicolor, is the teacher.

"To Sir, With Love" is based on the book by E. R. Braithwaite, a young Guyanian who, after World War II service as an R.A.F. fighter pilot, obtained a job as a teacher in a tough East End of London school where, by his own example, he taught "problem" youngsters their responsibilities to themselves, their families and the world they soon were to enter.

James Clavell wrote the screenplay, produced and directed the new film, with John R. Sloan serving as executive producer. Also featured in support of Poitier are Christian Roberts, Suzy Kendall and the "Mindbenders." A British pop singer on television, "Lulu," makes her motion picture debut in a straight acting role, as another gusty young student.

Suzy Kendall

Suzy Kendall is a honey blonde young English woman appearing in featured support of Sidney Poitier at the Theatre, in "To Sir, With Love." Both she and Poitier play novice teachers in a rough East End of London school, trying to crash through the rebelliousness of their students.

Producer James Clavell, who wrote the screenplay for "To Sir, With Love" and also directed the Columbia Pictures release in Technicolor, chose Miss Kendall for the role after a long search, during which dozens of candidates were interviewed. He wanted, and got, some one who was "not just pretty," who had "qualities of simplicity and innocence, a wide-eyed sweetness about life."

Miss Kendall first worked as a photographer's model. When a British film producer saw one of her pictures in a magazine, and offered her a minor role, she promptly accepted it and, as promptly, other minor roles followed. "To Sir, With Love" is expected to make Miss Kendall a star, doing for her what Poitier's "A Patch of Blue," did for Elizabeth Hartman.

"To Sir, With Love" is based on a book by E. R. Braithwaite. John R. Sloan served as executive producer and the film also features Judy Geeson, Christian Roberts and The "Mindbenders," a British recording group. British television pop singer, "Lulu," makes her screen bow in the film.

Advance Notice

Sidney Poitier stars in James Clavell's production of "To Sir, With Love," new Columbia Pictures release opening at the Theatre in Technicolor. The film, based on the novel by E. R. Braithwaite, features Judy Geeson, Christian Roberts, Suzy Kendall and The "Mindbenders," and introduces "Lulu." John R. Sloan served as executive producer for "To Sir, With Love," which was written for the screen, produced and directed by James Clavell. Four hit tunes are heard in "To Sir, With Love."

The Author

Author of "To Sir, With Love," filmed by James Clavell and starring Sidney Poitier at the Theatre in Technicolor, E. R. Braithwaite is, or has been, a physicist, an R.A.F. fighter pilot in World War II, a teacher, a lecturer. Currently, he is the Ambassador from Guyana to the United Nations.

Mr. Braithwaite wrote the story of his experiences as a teacher in a slum school in the heart of London's East End, calling it "To Sir, With Love," and discovered—when his book hit the best-seller lists in both England and America, that he also was an author. He has since written a number of novels.

Born in what now is the nation of Guyana, Braithwaite graduated from City College of New York and received a M.S. in Physics from Caius College, Cambridge England. At the outbreak of World War II, he enrolled in the R.A.F. and became a fighter pilot, flying during the Battle of Britain and throughout the rest of the war.

On his separation from service at the end of the war, Braithwaite came up against the problem of segregation in England: no one would hire a Negro physicist, even though there was a need for men of his qualifications.

Discouraged, his savings gone, he found a job teaching in a slum school in the heart of London's East End. His experiences in winning over a group of hostile children is told in his prize-winning book "To Sir, With Love."

Because of his success in teaching, Braithwaite was appointed special children's counselor with the London Welfare Department. He later went to Paris where he was associated with the World Veterans Federation.

James Clavell wrote the screenplay for "To Sir, With Love," produced and directed the Columbia Pictures release. Featured in support of Sidney Poitier as the teacher are Judy Geeson, Christian Roberts, Suzy Kendall and The "Mindbenders," a British recording team. "Lulu," popular British singer and television personality, makes her screen bow in the film.



(Mat 1E; Still No. 50) Sidney Poitier, a new teacher in a London slum school, discusses his students with Faith Brook, a colleague on the staff. It's a scene from "To Sir, With Love," new Columbia Pictures release in Technicolor.

'Lulu'

Her real name is Marie Lawrie. To British television audiences, and to record-buyers in America as well, she is known as "Lulu." At the Theatre, where Sidney Poitier is starred as a teacher in James Clavell's production of "To Sir, With Love," she makes her motion picture debut in a straight acting role, as a student named Barbara Pegg.

Whatever the name, Lulu is a green-eyed, red-haired dynamo, a swinging hipster with a well-defined appeal to the younger generation. Since she herself is only now moving out of her teens, this is understandable enough. Equally understandable is the fact that the Glasgow-born girl's recordings of "Shout" and "Satisfied" landed in the top ten in England, and stayed on best-seller charts in America for satisfyingly long periods. In "To Sir, With Love," among other tunes, Lulu sings the title song during a graduation dance where her class honors their teacher for the manner in which, by his own example, he had taught them an awareness of their responsibilities to themselves, their families and the world of adults they were entering.

Songs heard in the film are the title tune, "Off and Running," "Stealing My Love From Me" and "It's Getting Harder All the Time."

Lulu appears regularly on British television in musical shows and panel programs like "Jukebox Jury." She epitomizes London's "swinging city," and dresses gaily in the very inmost of in-gear.

'Swinging' City

The City of London "swings," in what might almost seem to be the unlikeliest "swinging" film ever made there. It is James Clavell's production of "To Sir, With Love," starring Sidney Poitier at the Theatre. "To Sir, With Love" is the story of a teacher who is put in charge of a rough, insubordinate bunch of youngsters in a tough East End of London school, treats them as adults and gradually imparts standards of decency.

"To Sir, With Love" also is peopled with "in" youngsters, wearing their own mod garb and hairdos, and doing their own dances to tunes of their own choosing. Among the featured players are The "Mindbenders," a popular British recording team, and "Lulu," a swinging British television personality whose recordings have made the best-seller lists. "Lulu" plays a gusty young teen-ager, which is hardly surprising; she is.

Only part of the film was made in the district in which it was set, minutes away from the Tower of London, in Wapping where the Thames is and Limehouse was. Exterior scenes of the school itself, a depressing red-brick structure, were filmed in London's western outskirts in the disused Victoria Barracks, which once housed military guardsmen doing duty at Windsor Castle. London streets, museums and waterfront vistas all loom large in the Technicolor cameras, and as background for the film.

James Clavell wrote the screenplay for "To Sir, With Love," based on the book by E. R. Braithwaite, and he produced and directed the picture. Also featured in support of Poitier are Judy Geeson, Christian Roberts and Suzy Kendall. John R. Sloan served as executive producer for the film, a Columbia Pictures release.

Four Songs

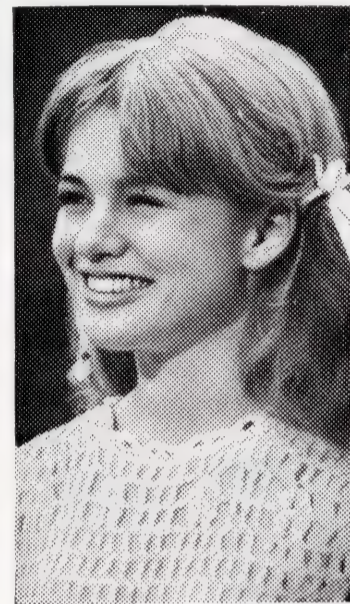
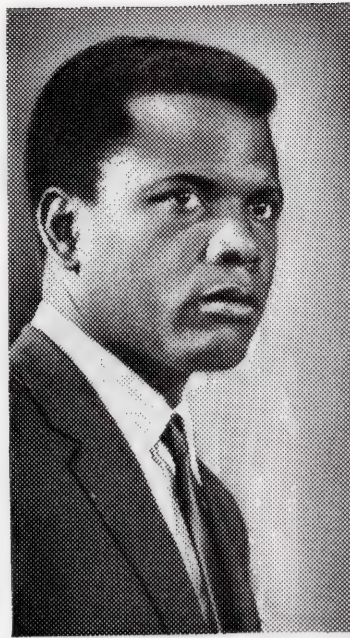
Four songs are heard in "To Sir, With Love," the Columbia Pictures release starring Sidney Poitier at the Theatre. They are the title tune, "Off and Running," "Stealing My Love From Me" and "It's Getting Harder All the Time." The "Mindbenders," a British recording team, play the music and "Lulu," popular British television and song personality, does the singing in the film, which stars Poitier as a teacher in a tough East End of London school where he meets considerable student rebelliousness.

Don Black wrote the lyrics and Marc London the music for the title tune, and London wrote both music and lyrics for "Stealing My Love From Me." "Off and Running" lyrics are by Toni Wine, with music by Carole Bayer. Ben Raleigh wrote the music and Charles Albertine the lyrics of the fourth song.

(Mat 1A; Still No. 56) Sidney Poitier stars as a teacher who proves tough London youngsters can learn manners and responsibility in "To Sir, With Love," new Columbia Pictures release in Technicolor. The James Clavell production is based on a book by E. R. Braithwaite.



(Mat 1B; Still No. 70) Suzy Kendall, above, British actress in "To Sir, With Love," plays a new teacher in a tough London school who works with equally-new teacher Sidney Poitier in an effort to reach his hostile students. The Columbia Pictures release in Technicolor is a James Clavell production.



(Mat 1D; Still No. 83) Young British recording and television star, "Lulu" (below) appears as one of Sidney Poitier's London school students in "To Sir, With Love," new Columbia Pictures release at the Theatre in Technicolor. The film is a James Clavell production.



(Mat 1C; Still No. 74) Judy Geeson (left) is one of the featured players appearing in support of Sidney Poitier in James Clavell's production, "To Sir, With Love," a Columbia Pictures release in Technicolor. She appears as a student in a tough London school where Poitier serves as a new teacher.

CAST

Sidney Poitier Thackeray
Christian Roberts Denham
Judy Geeson Pamela Dare
Suzy Kendall Gillian
The "Mindbenders".....Themselves
"Lulu" Barbara Pegg
with

Ann Bell, Faith Brook, Christopher Chittell, Geoffrey Bayldon, Patricia Routledge, Adrienne Posta, Edward Burnham, Rita Webb, Fiona Duncan, Fred Griffiths, Mona Bruce, Marianne Stone, Dervis Ward, Peter Attard, Sally Cann, Grahame Charles, Albert Lampert, Chitra Neogy, Elna Pearl, Stewart Bevan, Carla Challoner, Joseph Cuby, Lynn Sue Moon, Jane Peach, Gareth Robinson, Michael Des Barres, Margaret Heald, Ellison Kemp, Donita Shawe, Anthony Villaroel, Richard Willson, Sally Gosselin, Kevin Hubbard, Howard Knight, Roger Shepherd, Stephen Whittaker.

(Not for Publication)

Thackeray, a young Guyana engineer unable to find work in his profession, takes a job as a teacher in a tough East End of London school where his students are rough and insubordinate.

Only Gillian, another newcomer to the school faculty, is willing to try to help him crash through the student hostility.

The graduating class — the boys dominated by the older Denham, the girls led by Pamela and Barbara — sets out to destroy Thackeray as they did his predecessor but the novice-teacher, while still seeking a post somewhere as an engineer, treats the students as young adults who soon will enter the adult world where they will stand or fall on their own.

He insists on being addressed as "Sir" or "Mr. Thackeray"; the girls must be called "Miss," the boys must be treated like men.

Thackeray gradually imparts standards of decency, largely through his own example in difficult situations.

The night of the graduation dance, the class presents him with a gift, "To Sir, With Love," and he realizes his job has not yet ended.

There will be a new term, and a new class of young adults to be taught.

Running Time: 105 Minutes

STORY



(Mat 2A; Still No. 15) In "To Sir, With Love," new Columbia Pictures release in Technicolor, Sidney Poitier plays a novice teacher in a tough London school who faces the hostility of his students, some of whom are seen above. The James Clavell production is based on a book by E. R. Braithwaite. Clavell wrote the screenplay, produced and directed the film.

Written for the Screen, Produced
and Directed by James Clavell
From the novel by E. R. Braithwaite
Music by Ron Grainer
Conducted by Philip Martell

Songs:

"To Sir, With Love"—
Lyric, Don Black; Music, Marc London
"Off and Running"—
Lyric, Toni Wine; Music, Carole Bayer
"Stealing My Love From Me"—
Lyric and Music, Marc London
"It's Getting Harder All the Time"—
Lyric, Ben Raleigh; Music, Charles Albertine
Title Song Arrangement by Mike Leander
Director of Photography Paul Beeson, B.S.C.
Art Director Tony Woollard
Editor Peter Thornton
Production Manager Basil Rayburn

CREDITS

Assistant Director Ted Sturgis
Camera Operator Harry Gillam
Sound Editor Dino Di Campo
Assistant Editor David Camping
Sound Recordists Bert Ross, Ted Karnon
Set Dresser Ian Whittaker
Casting Harvey Woods
Continuity Yvonne Richards
Wardrobe Supervisor.....John Wilson Apperson
Makeup Jill Carpenter
Hairdresser Betty Glasow
Montage George White
Montage Stills.....Laurie Ridley, Dennis C. Stone
Executive Producer John R. Sloan
A Columbia Pictures Release
Technicolor®

Turned-on
teens... and
the teacher
who had
to tame
them!



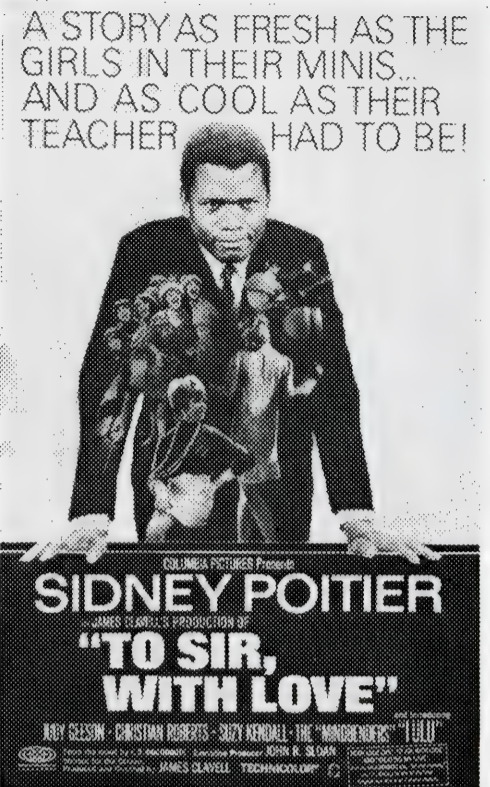
COLUMBIA PICTURES Presents
SIDNEY POITIER
in JAMES CLAVELL'S PRODUCTION OF
**"TO SIR,
WITH
LOVE"**

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS" • "LULU" From the novel by
E. R. BRAITHWAITE
Executive Producer JOHN R. SLOAN • Written for the Screen, Produced and Directed by JAMES CLAVELL
TECHNICOLOR®

HEAR LULU SING "TO SIR, WITH LOVE" AND "STEALING
MY LOVE" AND THE MINDBENDERS PLAY "THE JUSTICE SYSTEM" AND "I'S
GONNA BEAT YOU AT THE TOP" Original Soundtrack on Polygram Records

1-SHEET

A STORY AS FRESH AS THE
GIRLS IN THEIR MINIS...
AND AS COOL AS THEIR
TEACHER... HAD TO BE!

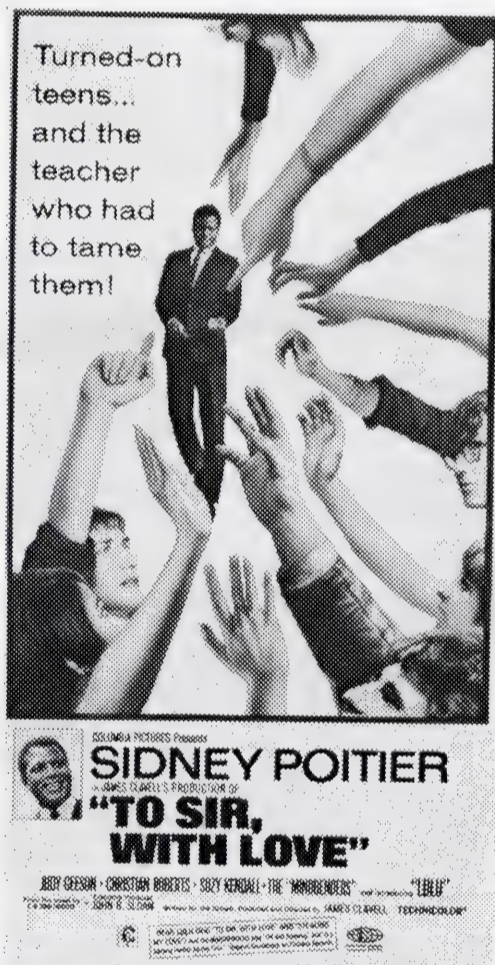


COLUMBIA PICTURES Presents
SIDNEY POITIER
in JAMES CLAVELL'S PRODUCTION OF
**"TO SIR,
WITH LOVE"**

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS" • "LULU"
From the novel by E. R. BRAITHWAITE
Executive Producer JOHN R. SLOAN • Written for the Screen, Produced and Directed by JAMES CLAVELL
TECHNICOLOR®

6-SHEET

Turned-on
teens...
and the
teacher
who had
to tame
them!



COLUMBIA PICTURES Presents
SIDNEY POITIER
in JAMES CLAVELL'S PRODUCTION OF
**"TO SIR,
WITH LOVE"**

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS" • "LULU"
From the novel by E. R. BRAITHWAITE
Executive Producer JOHN R. SLOAN • Written for the Screen, Produced and Directed by JAMES CLAVELL
TECHNICOLOR®

3-SHEET

ACCESSORIES

- SIX SHEET
- THREE SHEET
- ONE SHEET
- RADIO SPOTS
- TV TRAILERS
- INSERT CARD
- 22 x 28
- SLIDE
- EIGHT 11 x 14's
- TRAILER
- UTILITY MAT
- 40 x 60, 24 x 60, 24 x 82, 30 x 40
- STILL SETS
(Color and B/W—Color, for lobby and store displays; B/W stills for newspaper planting)

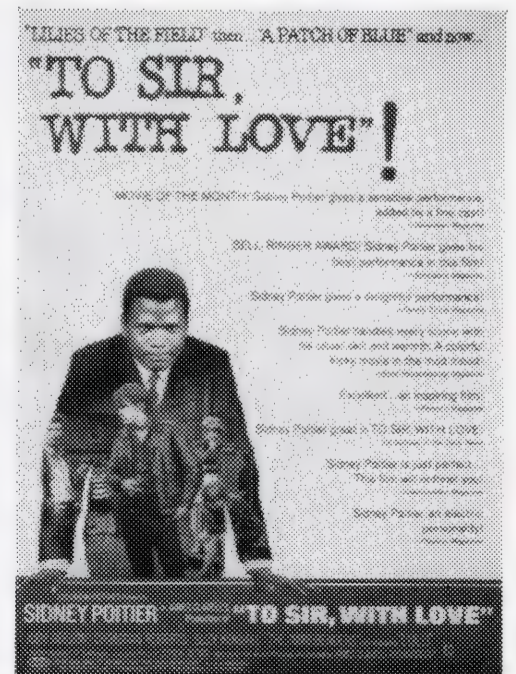
ORDER FROM NATIONAL SCREEN SERVICE

OFFICIAL BILLING

COLUMBIA PICTURES Presents	25%
SIDNEY POITIER	100%
in	
JAMES CLAVELL'S PRODUCTION	35%
TO SIR, WITH LOVE	100%
JUDY GEESON CHRISTIAN ROBERTS SUZY KENDALL THE "MINDBENDERS"	50%
and introducing "LULU"	60%
From the novel by E. R. BRAITHWAITE	15%
Executive Producer JOHN R. SLOAN	30%
Written for the Screen, Produced and Directed by JAMES CLAVELL	30%
TECHNICOLOR®	25%

"LIES OF THE FIELD" then "A PATCH OF BLUE" and now...

"TO SIR, WITH LOVE"!



SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...
SIDNEY POITIER... A SPECIAL PERFORMANCE...

SIDNEY POITIER
"TO SIR, WITH LOVE"

REVIEW 30 x 40

MULTIPLE-RUN
AND HOLD-OVER
ADVERTISING

PRESSBOOK INSERT

NOW!

The new Sidney Poitier hit
that's breaking records
everywhere opens at
a theatre near you!

"Perfect
from top
to bottom!"
Judith Crist
NBC-TV

"You'll
stand up
and cheer!"
Archer Winsten
N.Y. Post



Ad No. 3001—600 Lines
3 Cols. x 14 1/4 Inches

COLUMBIA PICTURES Presents

SIDNEY POITIER

in JAMES CLAVELL'S

"TO SIR, WITH LOVE"

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS"

and introducing From the novel by E. R. BRAITHWAITE Executive Producer JOHN R. SLOAN Written for the Screen, Produced and Directed by JAMES CLAVELL

"LULU" TECHNICOLOR



FROM
COLUMBIA
THE TOTAL LOOK IN ENTERTAINMENT

WEDNESDAY!
"YOU'LL STAND
UP AND CHEER!"

Archer Winsten, Post

SIDNEY POITIER

in the sensational new hit that's
breaking records everywhere!

COLUMBIA PICTURES Presents

James Clavell's

**"TO SIR,
WITH LOVE"**



Ad No. 2003—398 Lines—2 Cols. x 10 1/8 Inches

Substitute Appropriate Day
or Word—"Friday!" "Now!"
"Tomorrow!", etc.

Yes! "SIR-eee!"

Yes! "SUPERB!"
—NEW YORK DAILY NEWS

Yes! "PERFECT!"
—COSMOPOLITAN MAGAZINE

Yes! "TRIUMPH!"
—NEW YORK POST

Yes! "SWINGING!"
—NBC-TV

Yes! "GLOWING!"
—CUE MAGAZINE

**4th
RECORD
WEEK!**



COLUMBIA PICTURES Presents

SIDNEY POITIER in JAMES CLAVELL'S
"TO SIR, WITH LOVE"

JUDY GEESON • CHRISTIAN ROBERTS • SUZY KENDALL • THE "MINDBENDERS" and introducing "LULU"
From the novel by E. R. BRAITHWAITE • Executive Producer JOHN R. SLOAN • Written for the Screen, Produced and Directed by JAMES CLAVELL
TECHNICOLOR

Be Sure to Include Correct
'Record Week' Number,
When You Use This Ad!

Ad No. 2006—398 Lines—2 Cols. x 10 1/8 Inches

Ad No. 3003—342 Lines
 (including imprint space)
 3 Cols. x 7³/₈ Inches
 Also Available as
 Ad No. 2005—178 Lines
 2 Cols. x 6³/₈ Inches

HELD OVER!

Sir-tainly!



**"PERFECT
 FROM TOP
 TO BOTTOM!"**
 —NBC-TV

**"YOU'LL
 STAND UP
 AND CHEER!"**
 —New York Post

**7th
 ALL-TIME
 RECORD
 WEEK!**

COLUMBIA PICTURES Presents

in JAMES CLAVELL'S

**SIDNEY
 POITIER**

**"TO SIR,
 WITH LOVE"**



TECHNICOLOR®

**Be Sure to Use
 Appropriate No.
 Of Record Week!**

COLUMBIA PICTURES Presents
 in JAMES CLAVELL'S
**SIDNEY POITIER "TO SIR,
 WITH LOVE"**



Ad No. 2008—70 Lines—2 Cols. x 2¹/₂ Inches

**Be Sure to Use
 Appropriate No.
 Of Record Week!**

YES, 'SIR'-EEE!

The motion picture that has set more all-time records in more theatres than any other in Columbia Pictures' history is held over at a theatre near you!

**4th
 RECORD
 WEEK!**



COLUMBIA PICTURES Presents

SIDNEY POITIER in JAMES CLAVELL'S
"TO SIR, WITH LOVE"

JUDY GEESON - CHRISTIAN ROBERTS - SUZY KENDALL - THE "MINDBENDERS" and introducing "LULU"
 From the novel by E. R. BRAITHWAITE Executive Producer JOHN R. SLOAN Written for the Screen, Produced and Directed by JAMES CLAVELL
 TECHNICALOR®

All advertising in this press book, as well as all other advertising and publicity materials referred to therein, has been approved under the Standards for Advertising of the Code of Self-Regulation of the Motion Picture Association of America. All inquiries on this procedure may be addressed to: Director of Code for Advertising, Motion Picture Association of America, 522 Fifth Avenue, New York, N. Y. 10036.

Exhibitors are urged to make the new seal (shown above), and what it stands for, known to the public and the press. Retain the seal in your approved ads. Display the seal in your lobby. Run the special trailers on your screen. Information and display kits are available from National Screen Service.

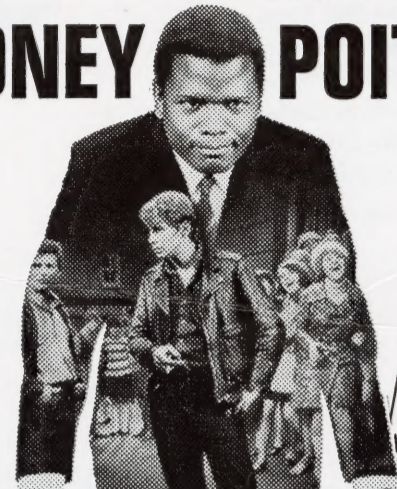
Ad No. 2004—212 Lines—2 Cols. x 7¹/₂ Inches

**Advertising
That
Capitalizes,
On
Song Star
And
Song Hit
From
Hit Film!**

**IT'S  A
LULU!***

THE YEAR'S No. 1 HIT WITH THE YEAR'S No. 1 SONG!

SIDNEY POITIER



COLUMBIA
PICTURES
Presents

***HEAR
LULU SING
'TO SIR,
WITH LOVE!'**

JAMES CLAVELL'S

**"TO SIR,
WITH LOVE"**

TECHNICOLOR®



Ad No. 2007—252 Lines—2 Cols. x 9 Inches

**The No. 1 Film Hit Of The Year...
With The Year's No. 1 Hit Song*
"To Sir, With Love"**

as recorded by LULU

*BILLBOARD
CASHBOX
RECORD WORLD

COLUMBIA
PICTURES
presents

**SIDNEY
POITIER**



JAMES CLAVELL'S

"TO SIR, WITH LOVE"

TECHNICOLOR®

Ad No. 3002—240 Lines
3 Cols. x 5 5/8 Inches

**Scanned from the United Artists collection at the
Wisconsin Center for Film and Theater Research,
with support from Matthew and Natalie Bernstein.**



Wisconsin Center
for Film and Theater Research

<http://wcftr.commarts.wisc.edu>

MEDIA
HISTORY
DIGITAL LIBRARY 

www.mediahistoryproject.org